

# Broadcasting Services (Except Internet): 2002

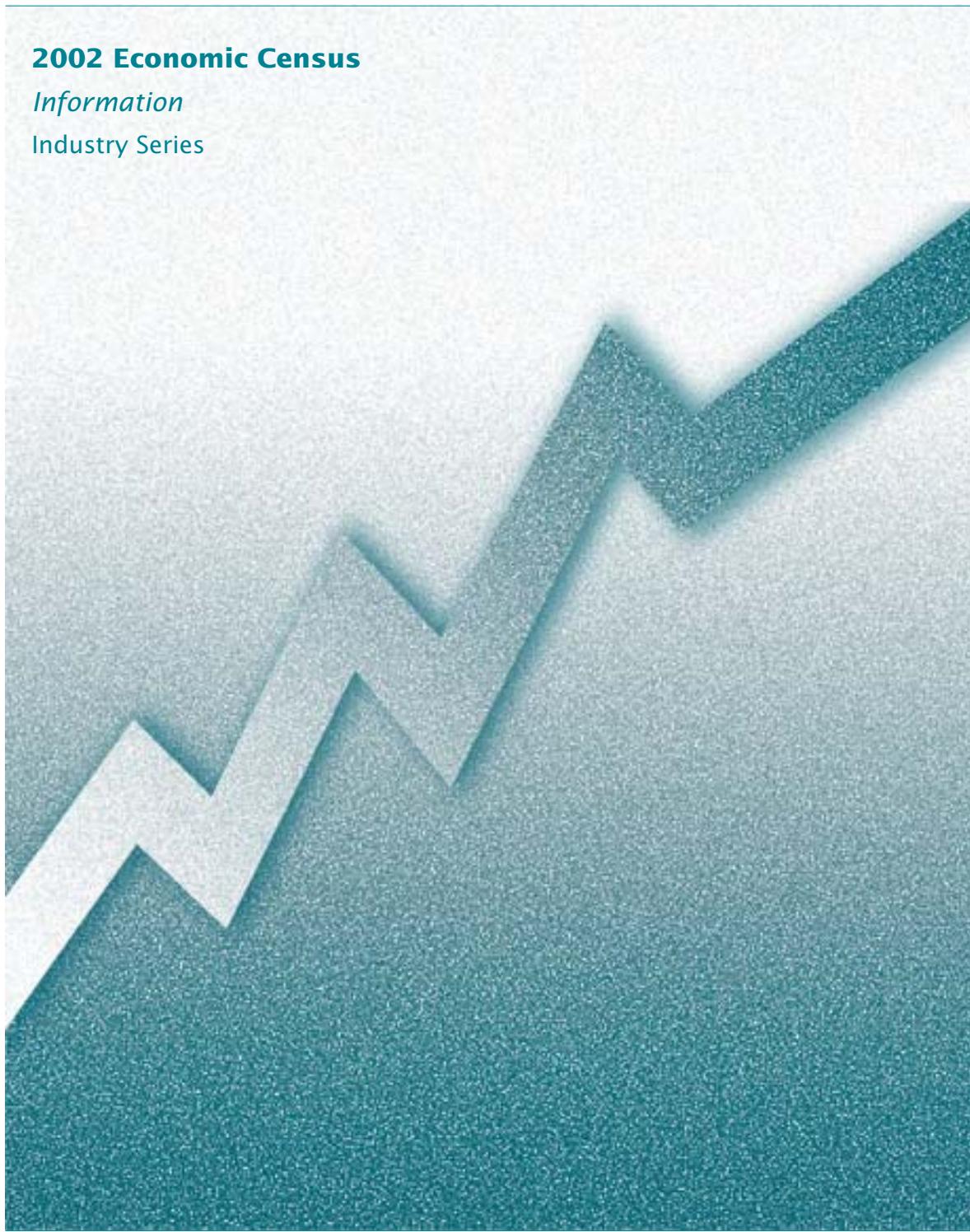
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## 2002 Economic Census

*Information*

Industry Series



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U.S. Department of Commerce  
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-- Not applicable for this report.	

**Table 1. Summary Statistics for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From adminis- trative records <sup>1</sup>	Estimated <sup>2</sup>
515	Broadcasting (except Internet) .....	9 570	75 326 041	14 837 868	3 874 436	295 067	3.2	9.4
5151	Radio and television broadcasting .....	8 856	49 298 467	11 903 137	2 968 246	254 460	1.8	7.4
51511	Radio broadcasting .....	6 897	15 793 148	4 825 270	1 204 086	128 896	2.8	7.6
515111	Radio networks .....	613	2 236 361	611 616	151 012	12 129	2.0	12.4
515112	Radio stations .....	6 284	13 556 787	4 213 654	1 053 074	116 767	2.9	6.8
51512	Television broadcasting .....	1 959	33 505 319	7 077 867	1 764 160	125 564	1.4	7.4
515120	Television broadcasting .....	1 959	33 505 319	7 077 867	1 764 160	125 564	1.4	7.4
5152	Cable and other subscription programming .....	714	26 027 574	2 934 731	906 190	40 607	5.9	13.1
51521	Cable and other subscription programming .....	714	26 027 574	2 934 731	906 190	40 607	5.9	13.1
515210	Cable and other subscription programming .....	714	26 027 574	2 934 731	906 190	40 607	5.9	13.1

<sup>1</sup>Includes receipts information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

1997 NAICS code	Kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
5131	Radio and television broadcasting .....	2002.. 1997..	8 856 8 789	49 298 467 40 425 210	11 903 137 9 868 917
51311	Radio broadcasting .....	2002.. 1997..	6 897 6 894	15 793 148 10 648 134	4 825 270 3 604 481
513111	Radio networks .....	2002.. 1997..	613 303	2 236 361 851 348	611 616 216 563
513112	Radio stations .....	2002.. 1997..	6 284 6 591	13 556 787 9 796 786	4 213 654 3 387 918
51312	Television broadcasting .....	2002.. 1997..	1 959 1 895	33 505 319 29 777 076	7 077 867 6 264 436
513120	Television broadcasting .....	2002.. 1997..	1 959 1 895	33 505 319 29 777 076	7 077 867 6 264 436
51321	Cable networks .....	2002.. 1997..	714 494	26 027 574 10 389 609	2 934 731 1 358 211
513210	Cable networks .....	2002.. 1997..	714 494	26 027 574 10 389 609	2 934 731 1 358 211

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 3. Product Lines by Kind of Business for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)	
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—			
						Establishments with the product line	All establishments <sup>1</sup>		
515		Broadcasting (except Internet) .....	9 570	X	75 326 041	X	100.0	85.7	
	32240	Air time - Radio broadcasting, including network compensation and advertising.....	6 447	15 680 098	14 512 406	92.6	19.3	X	
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants .....	857	1 527 909	752 887	49.3	1.0	X	
	32270	Radio: Production and postproduction services .....	110	702 955	12 829	1.8	Z	X	
	32280	Radio: Program rights .....	136	1 669 792	62 713	3.8	.1	X	
	32290	Radio: Other broadcasting services .....	723	3 525 219	188 665	5.4	.3	X	
	32300	Air time - Television broadcasting, including network compensation and advertising.....	2 351	54 543 506	45 347 544	83.1	60.2	X	
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	398	2 573 931	1 869 220	72.6	2.5	X	
	32320	Specialty programming (wholesaling) services -Television .....	267	15 417 968	8 013 024	52.0	10.6	X	
	32330	Television: Production and postproduction services .....	955	10 425 108	259 469	2.5	.3	X	
	32340	Television: Program rights .....	270	5 388 411	474 987	8.8	.6	X	
	32350	Television: Other broadcasting services .....	316	6 058 144	716 720	11.8	1.0	X	
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment .....	94	228 374	13 957	6.1	Z	X	
	32810	Sale of online advertising space: Broadcasting .....	386	8 663 869	104 647	1.2	.1	X	
	35550	Internet access services.....	33	444 024	5 889	1.3	Z	X	
	39000	Merchandise sales.....	304	5 301 244	314 631	5.9	.4	X	
	39250	Rental or lease of goods and/or equipment .....	821	5 201 562	46 247	.9	.1	X	
	39500	All other receipts .....	3 604	46 232 264	2 466 448	5.3	3.3	X	
5151		Radio and television broadcasting .....	8 856	X	49 298 467	X	100.0	89.0	
	32240	Air time - Radio broadcasting, including network compensation and advertising.....	6 447	15 680 098	14 512 406	92.6	29.4	87.7	
	32241	Network compensation .....	2 640	8 676 299	272 528	3.1	.6	X	
	32242	National and regional advertising (net) .....	5 045	14 934 100	4 028 229	27.0	8.2	X	
	32243	Local advertising (net) .....	6 178	13 948 454	10 211 649	73.2	20.7	X	
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants .....	857	1 527 909	752 887	49.3	1.5	X	
	32260	Specialty programming (wholesaling) services - Audio.....	59	193 831	6 810	3.5	Z	X	
	32270	Radio: Production and postproduction services .....	110	702 955	12 829	1.8	Z	X	
	32280	Radio: Program rights .....	132	1 528 983	54 384	3.6	.1	X	
	32290	Radio: Other broadcasting services .....	698	3 250 888	185 802	5.7	.4	X	
	32300	Air time - Television broadcasting, including network compensation and advertising.....	1 805	31 998 161	30 423 705	95.1	61.7	88.3	
	32301	Network compensation .....	935	18 140 134	1 428 296	7.9	.2	X	
	32302	National and regional advertising (net) .....	1 430	30 712 206	18 335 134	59.7	37.2	X	
	32303	Local advertising (net) .....	1 670	23 274 598	10 660 275	45.8	21.6	X	
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	297	2 156 188	1 566 516	72.7	3.2	X	
	32320	Specialty programming (wholesaling) services -Television .....	49	859 965	57 877	6.7	.1	X	
	32330	Television: Production and postproduction services .....	892	9 331 950	239 688	2.6	.5	X	
	32340	Television: Program rights .....	186	3 929 305	324 806	8.3	.7	X	
	32350	Television: Other broadcasting services .....	257	4 201 337	112 093	2.7	.2	X	
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment .....	94	228 374	13 957	6.1	Z	X	
	32810	Sale of online advertising space: Broadcasting .....	344	5 601 465	32 550	.6	.1	X	
	35550	Internet access services.....	29	430 750	3 286	.8	Z	44.5	
	35552	Broadband .....	25	411 566	3 218	.8	Z	X	
	39000	Merchandise sales.....	212	1 254 997	39 777	3.2	.1	89.0	
	39039	Sale of merchandise, not specified by type .....	212	1 254 997	39 777	3.2	.1	X	
	39250	Rental or lease of goods and/or equipment .....	792	4 820 518	42 343	.9	.1	X	
	39500	All other receipts .....	3 272	30 034 003	916 751	3.1	1.9	89.0	
	39532	All other receipts .....	3 272	30 034 003	916 751	3.1	1.9	X	
51511		Radio broadcasting .....	6 897	X	15 793 148	X	100.0	85.6	
	32240	Air time - Radio broadcasting, including network compensation and advertising.....	6 391	15 105 817	14 394 131	95.3	91.1	84.3	
	32241	Network compensation .....	2 626	8 450 773	271 752	3.2	1.7	X	
	32242	National and regional advertising (net) .....	5 019	14 525 040	4 010 561	27.6	25.4	X	
	32243	Local advertising (net) .....	6 125	13 401 515	10 111 818	75.5	64.0	X	
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants .....	802	991 489	681 185	68.7	4.3	X	
	32260	Specialty programming (wholesaling) services - Audio.....	59	193 831	6 810	3.5	Z	X	
	32270	Radio: Production and postproduction services .....	91	262 025	5 793	2.2	Z	X	
	32280	Radio: Program rights .....	126	1 372 513	52 039	3.8	.3	X	
	32290	Radio: Other broadcasting services .....	684	3 098 774	182 787	5.9	1.2	X	
	32300	Air time - Television broadcasting, including network compensation and advertising.....	25	33 417	13 972	41.8	.1	81.8	
	32302	National and regional advertising (net) .....	14	24 773	5 971	24.1	Z	X	
	32303	Local advertising (net) .....	18	19 607	7 746	39.5	Z	X	
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	17	175 018	46 365	26.5	.3	X	
	32320	Specialty programming (wholesaling) services -Television .....	6	14 626	1 252	8.6	Z	X	
	32330	Television: Production and postproduction services .....	8	24 842	1 128	4.5	Z	X	
	32350	Television: Other broadcasting services .....	11	20 878	519	2.5	Z	X	
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment .....	78	214 637	13 622	6.3	.1	X	
	32810	Sale of online advertising space: Broadcasting .....	133	1 218 969	9 096	.7	.1	X	
	35550	Internet access services.....	13	49 459	271	.5	Z	84.6	
	35552	Broadband .....	11	49 347	271	.5	Z	X	
	39000	Merchandise sales.....	133	504 478	29 390	5.8	.2	85.6	
	39039	Sale of merchandise, not specified by type .....	133	504 478	29 390	5.8	.2	X	

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts		Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—	
						Establishments with the product line	All estab- lishments <sup>1</sup>
511511		Radio broadcasting—Con.					
	39250	Rental or lease of goods and/or equipment .....	439	1 565 476	17 214	1.1	.1
	39500	All other receipts .....	2 432	7 441 701	337 438	4.5	2.1
	39532	All other receipts .....	2 432	7 441 701	337 438	4.5	2.1
5115111		Radio networks .....	613	X	2 236 361	X	100.0
	32240	Air time - Radio broadcasting, including network compensation and advertising .....	427	2 085 608	1 813 868	87.0	81.1
	32241	Network compensation .....	98	349 339	39 143	11.2	1.8
	32242	National and regional advertising (net) .....	290	1 973 819	1 329 203	67.3	59.4
	32243	Local advertising (net) .....	246	623 221	445 522	71.5	19.9
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants .....	223	208 585	167 503	80.3	7.5
	32260	Specialty programming (wholesaling) services - Audio .....	6	145 162	1 387	1.0	.1
	32270	Radio: Production and postproduction services .....	18	52 979	1 319	2.5	.1
	32280	Radio: Program rights .....	49	1 176 617	28 178	2.4	1.3
	32290	Radio: Other broadcasting services .....	67	631 168	77 177	12.2	3.5
	32300	Air time - Television broadcasting, including network compensation and advertising .....	6	8 744	1 364	15.6	.1
	32320	Specialty programming (wholesaling) services - Television .....	6	14 626	1 252	8.6	.1
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment .....	8	12 099	201	1.7	Z
	32810	Sale of online advertising space: Broadcasting .....	14	480 124	5 300	1.1	.2
	39000	Merchandise sales .....	51	180 877	24 645	13.6	1.1
	39039	Sale of merchandise, not specified by type .....	51	180 877	24 645	13.6	1.1
	39250	Rental or lease of goods and/or equipment .....	20	38 711	403	1.0	Z
	39500	All other receipts .....	114	971 453	113 473	11.7	5.1
	39532	All other receipts .....	114	971 453	113 473	11.7	5.1
5115112		Radio stations .....	6 284	X	13 556 787	X	100.0
	32240	Air time - Radio broadcasting, including network compensation and advertising .....	5 964	13 020 209	12 580 263	96.6	92.8
	32241	Network compensation .....	2 528	8 101 434	232 609	2.9	1.7
	32242	National and regional advertising (net) .....	4 729	12 551 221	2 681 358	21.4	19.8
	32243	Local advertising (net) .....	5 879	12 778 294	9 666 296	75.6	71.3
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants .....	579	782 904	513 682	65.6	3.8
	32260	Specialty programming (wholesaling) services - Audio .....	53	48 669	5 423	11.1	Z
	32270	Radio: Production and postproduction services .....	73	209 046	4 474	2.1	Z
	32280	Radio: Program rights .....	77	195 896	23 861	12.2	Z
	32290	Radio: Other broadcasting services .....	617	2 467 606	105 610	4.3	.8
	32300	Air time - Television broadcasting, including network compensation and advertising .....	19	24 673	12 608	51.1	.1
	32302	National and regional advertising (net) .....	10	16 364	4 840	29.6	Z
	32303	Local advertising (net) .....	16	19 272	7 513	39.0	.1
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	17	175 018	46 365	26.5	.3
	32330	Television: Production and postproduction services .....	6	17 082	949	5.6	Z
	32350	Television: Other broadcasting services .....	9	10 032	407	4.1	Z
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment .....	70	202 538	13 421	6.6	.1
	32810	Sale of online advertising space: Broadcasting .....	119	738 845	3 796	.5	Z
	35550	Internet access services .....	11	49 347	271	.5	Z
	35552	Broadband .....	11	49 347	271	.5	Z
	39000	Merchandise sales .....	82	323 601	4 745	1.5	Z
	39039	Sale of merchandise, not specified by type .....	82	323 601	4 745	1.5	Z
	39250	Rental or lease of goods and/or equipment .....	419	1 526 765	16 811	1.1	.1
	39500	All other receipts .....	2 318	6 470 248	223 965	3.5	1.7
	39532	All other receipts .....	2 318	6 470 248	223 965	3.5	1.7
511512		Television broadcasting .....	1 959	X	33 505 319	X	100.0
	32240	Air time - Radio broadcasting, including network compensation and advertising .....	56	574 281	118 275	20.6	.4
	32241	Network compensation .....	14	225 526	776	.3	Z
	32242	National and regional advertising (net) .....	26	409 060	17 668	4.3	Z
	32243	Local advertising (net) .....	53	546 939	99 831	18.3	.3
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants .....	55	536 420	71 702	13.4	.2
	32270	Radio: Production and postproduction services .....	19	440 930	7 036	1.6	Z
	32280	Radio: Program rights .....	6	156 470	2 345	1.5	Z
	32290	Radio: Other broadcasting services .....	14	152 114	3 015	2.0	Z
	32300	Air time - Television broadcasting, including network compensation and advertising .....	1 780	31 964 744	30 409 733	95.1	90.8
	32301	Network compensation .....	933	18 131 681	1 428 041	7.9	4.3
	32302	National and regional advertising (net) .....	1 416	30 687 433	18 329 163	59.7	54.7
	32303	Local advertising (net) .....	1 652	23 254 991	10 632 529	45.8	31.8
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	280	1 981 170	1 520 151	76.7	4.5
	32320	Specialty programming (wholesaling) services - Television .....	43	845 339	56 625	6.7	.2
	32330	Television: Production and postproduction services .....	884	9 307 108	238 560	2.6	.7
	32340	Television: Program rights .....	185	3 929 169	324 670	8.3	1.0
	32350	Television: Other broadcasting services .....	246	4 180 459	111 574	2.7	.3
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment .....	16	13 737	335	2.4	Z

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts		Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—	
						Establishments with the product line	All estab- lishments <sup>1</sup>
511512		Television broadcasting—Con.					
	32810	Sale of online advertising space: Broadcasting .....	211	4 382 496	23 454	.5	.1
	35550	Internet access services.....	16	381 291	3 015	.8	Z
	35552	Broadband .....	14	362 219	2 947	.8	X
	39000	Merchandise sales.....	79	750 519	10 387	1.4	Z
	39039	Sale of merchandise, not specified by type.....	79	750 519	10 387	1.4	Z
	39250	Rental or lease of goods and/or equipment .....	353	3 255 042	25 129	.8	.1
	39500	All other receipts .....	840	22 592 302	579 313	2.6	1.7
	39532	All other receipts .....	840	22 592 302	579 313	2.6	1.7
5115120		Television broadcasting .....	1 959	X	33 505 319	X	100.0
	32240	Air time - Radio broadcasting, including network compensation and advertising.....	56	574 281	118 275	20.6	.4
	32241	Network compensation .....	14	225 526	776	.3	Z
	32242	National and regional advertising (net) .....	26	409 060	17 668	4.3	X
	32243	Local advertising (net) .....	53	546 939	99 831	18.3	.3
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants .....	55	536 420	71 702	13.4	.2
	32270	Radio: Production and postproduction services .....	19	440 930	7 036	1.6	Z
	32280	Radio: Program rights .....	6	156 470	2 345	1.5	Z
	32290	Radio: Other broadcasting services .....	14	152 114	3 015	2.0	Z
	32300	Air time - Television broadcasting, including network compensation and advertising.....	1 780	31 964 744	30 409 733	95.1	90.8
	32301	Network compensation .....	933	18 131 681	1 428 041	7.9	4.3
	32302	National and regional advertising (net) .....	1 416	30 687 433	18 329 163	59.7	54.7
	32303	Local advertising (net) .....	1 652	23 254 991	10 652 529	45.8	31.8
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	280	1 981 170	1 520 151	76.7	4.5
	32320	Specialty programming (wholesaling) services -Television .....	43	845 339	56 625	.2	X
	32330	Television: Production and postproduction services .....	884	9 307 108	238 560	.2	X
	32340	Television: Program rights .....	185	3 929 169	324 670	8.3	1.0
	32350	Television: Other broadcasting services .....	246	4 180 459	111 574	2.7	.3
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment .....	16	13 737	335	2.4	Z
	32810	Sale of online advertising space: Broadcasting .....	211	4 382 496	23 454	.5	X
	35550	Internet access services.....	16	381 291	3 015	.8	Z
	35552	Broadband .....	14	362 219	2 947	.8	X
	39000	Merchandise sales.....	79	750 519	10 387	1.4	Z
	39039	Sale of merchandise, not specified by type.....	79	750 519	10 387	1.4	Z
	39250	Rental or lease of goods and/or equipment .....	353	3 255 042	25 129	.8	.1
	39500	All other receipts .....	840	22 592 302	579 313	2.6	1.7
	39532	All other receipts .....	840	22 592 302	579 313	2.6	1.7
51152		Cable and other subscription programming .....	714	X	26 027 574	X	100.0
	32290	Radio: Other broadcasting services .....	25	274 331	2 863	1.0	Z
	32300	Air time - Television broadcasting, including network compensation and advertising.....	546	22 545 345	14 923 839	66.2	57.3
	32301	Network compensation .....	268	4 725 504	2 533 918	53.6	9.7
	32302	National and regional advertising (net) .....	448	22 207 390	11 960 712	53.9	46.0
	32303	Local advertising (net) .....	207	6 672 520	429 209	6.4	1.6
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	101	417 743	302 704	72.5	1.2
	32320	Specialty programming (wholesaling) services -Television .....	218	14 558 003	7 955 147	54.6	30.6
	32330	Television: Production and postproduction services .....	63	1 093 158	19 781	1.8	.1
	32340	Television: Program rights .....	84	1 459 106	150 181	10.3	.6
	32350	Television: Other broadcasting services .....	59	1 856 807	604 627	32.6	2.3
	32810	Sale of online advertising space: Broadcasting .....	42	3 062 404	72 097	2.4	.3
	39000	Merchandise sales.....	92	4 046 247	274 854	6.8	1.1
	39039	Sale of merchandise, not specified by type.....	92	4 046 247	274 854	6.8	1.1
	39250	Rental or lease of goods and/or equipment .....	29	381 044	3 904	1.0	Z
	39500	All other receipts .....	332	16 198 261	1 549 697	9.6	6.0
	39532	All other receipts .....	332	16 198 261	1 549 697	9.6	6.0
511521		Cable and other subscription programming .....	714	X	26 027 574	X	100.0
	32290	Radio: Other broadcasting services .....	25	274 331	2 863	1.0	Z
	32300	Air time - Television broadcasting, including network compensation and advertising.....	546	22 545 345	14 923 839	66.2	57.3
	32301	Network compensation .....	268	4 725 504	2 533 918	53.6	9.7
	32302	National and regional advertising (net) .....	448	22 207 390	11 960 712	53.9	46.0
	32303	Local advertising (net) .....	207	6 672 520	429 209	6.4	1.6
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	101	417 743	302 704	72.5	1.2
	32320	Specialty programming (wholesaling) services -Television .....	218	14 558 003	7 955 147	54.6	30.6
	32330	Television: Production and postproduction services .....	63	1 093 158	19 781	1.8	.1
	32340	Television: Program rights .....	84	1 459 106	150 181	10.3	.6
	32350	Television: Other broadcasting services .....	59	1 856 807	604 627	32.6	2.3
	32810	Sale of online advertising space: Broadcasting .....	42	3 062 404	72 097	2.4	.3
	39000	Merchandise sales.....	92	4 046 247	274 854	6.8	1.1
	39039	Sale of merchandise, not specified by type.....	92	4 046 247	274 854	6.8	1.1
	39250	Rental or lease of goods and/or equipment .....	29	381 044	3 904	1.0	Z
	39500	All other receipts .....	332	16 198 261	1 549 697	9.6	6.0
	39532	All other receipts .....	332	16 198 261	1 549 697	9.6	6.0

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)	
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—			
						Establishments with the product line	All estab- lishments <sup>1</sup>		
515210		Cable and other subscription programming .....	714	X	26 027 574	X	100.0	79.3	
	32290	Radio: Other broadcasting services .....	25	274 331	2 863	1.0	Z	X	
	32300	Air time - Television broadcasting, including network compensation and advertising.....	546	22 545 345	14 923 839	66.2	57.3	46.1	
	32301	Network compensation .....	268	4 725 504	2 533 918	53.6	9.7	X	
	32302	National and regional advertising (net) .....	448	22 207 390	11 960 712	53.9	46.0	X	
	32303	Local advertising (net) .....	207	6 672 520	429 209	6.4	1.6	X	
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	101	417 743	302 704	72.5	1.2	X	
	32320	Specialty programming (wholesaling) services -Television .....	218	14 558 003	7 955 147	54.6	30.6	X	
	32330	Television: Production and postproduction services .....	63	1 093 158	19 781	1.8	.1	X	
	32340	Television: Program rights .....	84	1 459 106	150 181	10.3	.6	X	
	32350	Television: Other broadcasting services .....	59	1 856 807	604 627	32.6	2.3	X	
	32810	Sale of online advertising space: Broadcasting .....	42	3 062 404	72 097	2.4	.3	X	
	39000	Merchandise sales .....	92	4 046 247	274 854	6.8	1.1	79.3	
	39039	Sale of merchandise, not specified by type .....	92	4 046 247	274 854	6.8	1.1	X	
	39250	Rental or lease of goods and/or equipment .....	29	381 044	3 904	1.0	Z	X	
	39500	All other receipts .....	332	16 198 261	1 549 697	9.6	6.0	79.3	
	39532	All other receipts .....	332	16 198 261	1 549 697	9.6	6.0	X	

<sup>1</sup>Product line receipts and/or product line percents may not sum to total due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

<sup>2</sup>Receipts of establishments reporting product lines as percent of total receipts.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 4. Concentration by Largest Firms for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

2002 NAICS code	Kind of business and largest firms based on receipts	Establishments (number)	Receipts		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
515	Broadcasting (except Internet)						
	All firms .....	9 570	75 326 041	100.0	14 837 868	3 874 436	295 067
	4 largest firms .....	339	31 048 470	41.2	4 584 576	1 262 954	55 870
	8 largest firms .....	1 822	43 186 053	57.3	6 542 068	1 754 541	97 393
	20 largest firms .....	2 183	52 450 017	69.6	8 190 814	2 199 683	124 855
	50 largest firms .....	2 728	60 607 411	80.5	10 261 028	2 707 910	164 917
5151	Radio and television broadcasting						
	All firms .....	8 856	49 298 467	100.0	11 903 137	2 968 246	254 460
	4 largest firms .....	279	19 421 501	39.4	3 595 446	881 415	44 650
	8 largest firms .....	1 773	26 503 398	53.8	5 245 659	1 313 680	83 741
	20 largest firms .....	2 038	32 769 453	66.5	6 624 875	1 643 577	110 375
	50 largest firms .....	2 573	38 632 324	78.4	8 238 896	2 036 475	143 984
51511	Radio broadcasting						
	All firms .....	6 897	15 793 148	100.0	4 825 270	1 204 086	128 896
	4 largest firms .....	1 503	6 848 909	43.4	1 750 690	446 237	41 144
	8 largest firms .....	1 615	8 300 569	52.6	2 192 379	552 683	50 057
	20 largest firms .....	1 854	10 261 857	65.0	2 783 210	698 185	61 252
	50 largest firms .....	2 021	11 650 152	73.8	3 226 377	809 986	70 074
515111	Radio networks						
	All firms .....	613	2 236 361	100.0	611 616	151 012	12 129
	4 largest firms .....	58	1 128 271	50.5	269 467	65 631	3 944
	8 largest firms .....	83	1 343 759	60.1	350 963	88 534	5 134
	20 largest firms .....	113	1 686 701	75.4	428 758	107 735	6 442
	50 largest firms .....	231	1 981 168	88.6	523 088	130 279	8 906
515112	Radio stations						
	All firms .....	6 284	13 556 787	100.0	4 213 654	1 053 074	116 767
	4 largest firms .....	1 505	6 337 845	46.8	1 676 567	424 638	40 926
	8 largest firms .....	1 633	7 493 438	55.3	2 019 651	510 542	49 021
	20 largest firms .....	1 796	9 164 143	67.6	2 524 316	636 319	57 702
	50 largest firms .....	1 938	10 262 309	75.7	2 897 545	727 424	65 255
51512	Television broadcasting						
	All firms .....	1 959	33 505 319	100.0	7 077 867	1 764 160	125 564
	4 largest firms .....	155	17 023 278	50.8	2 906 361	709 466	34 422
	8 largest firms .....	267	20 537 801	61.3	3 643 498	907 950	45 915
	20 largest firms .....	519	25 515 179	76.2	4 703 685	1 163 882	66 160
	50 largest firms .....	776	29 356 930	87.6	5 766 643	1 418 285	89 526
515120	Television broadcasting						
	All firms .....	1 959	33 505 319	100.0	7 077 867	1 764 160	125 564
	4 largest firms .....	155	17 023 278	50.8	2 906 361	709 466	34 422
	8 largest firms .....	267	20 537 801	61.3	3 643 498	907 950	45 915
	20 largest firms .....	519	25 515 179	76.2	4 703 685	1 163 882	66 160
	50 largest firms .....	776	29 356 930	87.6	5 766 643	1 418 285	89 526
5152	Cable and other subscription programming						
	All firms .....	714	26 027 574	100.0	2 934 731	906 190	40 607
	4 largest firms .....	66	16 329 104	62.7	1 463 484	502 162	17 514
	8 largest firms .....	214	19 944 663	76.6	1 800 897	599 233	21 575
	20 largest firms .....	304	23 646 201	90.9	2 484 250	786 373	29 553
	50 largest firms .....	369	25 485 574	97.9	2 784 455	865 018	37 020
51521	Cable and other subscription programming						
	All firms .....	714	26 027 574	100.0	2 934 731	906 190	40 607
	4 largest firms .....	66	16 329 104	62.7	1 463 484	502 162	17 514
	8 largest firms .....	214	19 944 663	76.6	1 800 897	599 233	21 575
	20 largest firms .....	304	23 646 201	90.9	2 484 250	786 373	29 553
	50 largest firms .....	369	25 485 574	97.9	2 784 455	865 018	37 020
515210	Cable and other subscription programming						
	All firms .....	714	26 027 574	100.0	2 934 731	906 190	40 607
	4 largest firms .....	66	16 329 104	62.7	1 463 484	502 162	17 514
	8 largest firms .....	214	19 944 663	76.6	1 800 897	599 233	21 575
	20 largest firms .....	304	23 646 201	90.9	2 484 250	786 373	29 553
	50 largest firms .....	369	25 485 574	97.9	2 784 455	865 018	37 020

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.